Case Study
UniServe™ NXT | CCM

Customer communication management solution delivers cost-effective, multichannel communications of IT returns to the citizens of India

The Income Tax department is a government body, an arm of the Central Board of Direct Taxes, of Department of Revenue in Ministry of Finance, India. Responsible for administering the Income Tax Act as per the Constitution of India, it has been functional since 1922. The year 2000 saw an overhaul of the department with stress on computerization to improve efficiency and deal with increasing workload.

Although direct tax collections from individuals and firms more than doubled in the last three years, the workload has also increased due to understaffing. The tax department received 27.3 million returns in 2007-09, majority on paper. The finance ministry estimated a 33% shortfall in manpower to process income tax returns at the end of fiscal 2008.

To overcome the resource crunch and expedite the entire process, the IT department outsourced processing of returns to one of the leading IT service providers in the country.

Challenges

- Different types of communications were to be sent to citizens filing their tax returns. Examples included intimation of assessment/rectification of the submitted returns statement, notices declaring the ITR defective, intimation of refund etc. Sending these through multiple channels of delivery and within the defined SLA (Service Level Agreement) was a huge challenge. Handling the volumes, approximately 27 million statements, required a robust and scalable solution.

- One of the important business objectives was to keep the cost of sending these communications to a minimum without compromising on the efficiency of the process

- Change management of data and design in disparate statements to reflect changing income tax rules and regulations was difficult as it needed skilled manpower

- Electronic channels of distribution were not utilized to send returns to citizens resulting in delay in sending the documents

- Physical mails were not tracked, so there was no information on the documents that were not delivered.

Faster and efficient process of sending returns to the citizens through electronic channels of communication helps to build confidence of the citizens and encourages them to file their returns online

Solution

Our Customer communication management solution built on UniServe™ NXT Platform helped expedite the process of generating and distributing returns. All communications, nearly 25 different, conveying the status of the returns filed by the citizens were delivered using the solution. The total cost of communication was kept to a minimum while ensuring multi-channel distribution of voluminous data.

The following functions were delivered by the Customer communication management solution

- The solution extracts relevant data from the core database, processes it and converts each taxpayer's data into different PDF files

- GUI (Graphical User Interface)-driven template designer of the solution helps design templates for different types of customer statements. Till date, 25 different types of communication including intimation letters, notifications, and threshold matching failure letters have been designed and mapped using the solution. Changes in template design would be fast with elimination of coding efforts

- The solution then processes the statements and maps the extracted data to the relevant templates and generates output to cater to print, e-mail and SMS channels of delivery.

- The processed files are electronically sorted based on number of pages in the statement and also the area code to enable automated mail finishing activities. This eliminates the need for manual intervention

- The solution integrates with the e-mail and SMS servers to ensure electronic delivery of the statements.

- Different types of barcodes are generated and displayed on the statements to automate mail finishing activities like enveloping and tracking the physical delivery of the statements. Barcodes were generated in line with the specifications of the postal department to ensure efficient delivery and tracking.

- The Customer communication management solution generates audit reports on end-to-end activities of processing and distributing the documents. For example: Details of the number of PDF files generated and the status of the mail finishing activity including the date and time of postage of each statement. These reports are generated by indexing the metadata into the database and also by connecting to the mail finishing systems and the portal of postal department.

- The solution was connected to the Self-care application to receive the requests for duplicate statements.. Once the requests received, statements are regenerated and sent through multiple channels of communication.

In10s

Our Customer communication management solution built on UniServe™ NXT Platform helped expedite the process of generating and distributing returns.

Benefits

Reduction in cost of processing and distributing returns

The solution helped in automating the end-to-end process thus reducing manual intervention and saving printing and mailing costs. GUI interfaces for designing different types of communication, electronic sorting based on specified criteria, barcodes for tracking the delivery of the statements, bounced e-mail tracking reports etc helped achieve faster turnaround times for service delivery and also reduced total cost of communication.

Encouraging people to e-file their income tax returns

Faster and efficient process of sending returns to the citizens through electronic channels of communication helped build confidence of the citizens which encourages them to file their income tax returns online.

Improved citizen satisfaction

Faster turnaround time for generation of duplicate statements, electronic distribution of statements, tracking the status of the e-mails, SMS and physical mails sent to them contributed in enhancing the experience of the citizens

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